



## **Intended Sole Source Purchase: Key Data Dashboard FY25**

**Date Posted:** 10/18/2024 to 11/08/2024

**Project #:** SS250011KCW

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The description of services intended for purchase from a sole source is posted in accordance with section 3.9, Procurement Ordinance 23-21, and will be posted for a minimum of 15 business days.

**Commodity or Service Required:**

Purchase of data license service agreement

**Description:**

Lee County Visitor & Convention Bureau (VCB) is seeking to execute a sole source for real-time vacation and resort rental data for marketing decisions by Key Data Dashboard, Inc. This data is used for business intelligence, analytics, and benchmarking of key performance indicators and marketing data, including access to and use of Key Data's website and any other linked pages, features, content, or application services or mobile applications offered. They will provide vacation rental occupancy and rates, along with data on who is booking, the booking window, and pacing that will significantly benefit our marketing effort.

**Intended Sole Source:**

Key Data Dashboard, Inc.

**Justification for Sole Source Acquisition:**

Key Data Dashboard, Inc. is the sole source provider for Key Data's DMO Dashboard. This product is protected by agreements providing exclusive access to data, copyrights, trademarks, and service marks. There are no other products practically available that provide the data available to DMOs because of exclusive integration and data distribution agreements. Key Data is the only software or data provider that provides an aggregated critical mass of real-time data on vacation rental reservations and metrics that directly feed from the reservation systems of property managers worldwide. Key Data's products also include data scraped data from the OTAs, including Airbnb and VRBO. Key Data is the only product on the market that effectively combines the use of both data sources to determine the full, accurate picture of a DMOs vacation rental inventory and performance.

**Recommended Procurement Approach:**

For the reason(s) stated above, Lee County Procurement Management intends to utilize the Sole Source Procurement method to purchase from Key Data Dashboard, Inc. for supplying the above.

**Respond to:**

If your firm feels they have the ability to supply the above, please contact Kevin Walker, Lee County Procurement Management at [KWalker2@leegov.com](mailto:KWalker2@leegov.com) for review.